



Tomorrow—Profit-Sha

Profit-Sharing Day

Success is too often associated with mere dollars and cents. Does it not count for both success and happiness—to be in sympathetic touch? "Profit-Sharing Day" brings the manufacturers, importers, the store proprietor, his chiefs and aids, you, all of us, in sympathetic touch. The following announcement of the Palais Royal's first "Profit-Sharing Day," clipped from the Sunday Post of last June, can be very appropriately used today:

The Spirit of the Day

Sharing profits with patrons and employees. Why not—for this one day of the year? The spirit of the day has been felt far outside of Washington—importers and manufacturers, for many years in friendly business relations, have been imbued with the spirit of the day, and the Palais Royal proprietor wishes to acknowledge indebtedness to the best element of the wholesale trade for many of the astonishing bargains told of in these pages.



\$1.00
Parasols.

\$5.00
The Hats.

These and Other Dresses, \$4.59

White Lingerie, Dimity and Voile Dresses in Colors.

The White Dresses are pictured above. The Dimity Dresses, peplum models, with cluny lace and messaline taffeta silk trimmings, are little gems. The dresses of voile, in various stripes, pink white with black, navy, light blue, pink and violet, creating summer poems. From this maker and that have come quite a collection of pretty High and Dutch Neck Dresses, mostly with three-quarter sleeves. Few worth less than \$10, some worth more, to be only \$4.59 for choice.



95c Sixty-two Styles \$1.95

Values Are to \$5.00.

There is not a best maker unrepresented—each has caught the spirit of "Profit-Sharing Day"—each generously contributed a share, so that all the new peplum and Russian blouse models are included, mostly elaborately trimmed in fine laces. In all a few more than 500 of these lovely waists, at 95c and \$1.95 for choice.

Dresses, \$1

Sizes to 6 Years.

Dainty White Dresses, of French Batiste, Princess, Empire and long-waisted styles, trimmed with valenciennes, baby Irish and Swiss embroidery, some with wide ribbon sashes. Sizes 2 to 6 years; values to \$3.00, at only \$1.00 for choice.



Dresses, \$2

Sizes to 17 Years.

From a maker famous for "Juvenile Dresses" come these lovely creations in white lingerie effects. Round and square neck styles, with trimmings of fine Irish crochet, cluny and val laces. A few are hand-embroidered; sizes 13 to 17 years; \$5.00 values at \$2 for choice.

One-piece Linen Dresses, \$3

Man-Tailored and Fully Worth \$5.

They are pure linen, cut with classic lines, sewed and pressed into them by man tailors. Poems in white, tan, cadet, brown and light blue, with white Bedford cord collar and cuffs. Adult sizes, 34 to 44 inches; juvenile sizes, 14 to 20 years.

White Bedford Cord Skirts, \$1

You may know the usual \$1.00 skirts, flashily trimmed. These are different—plain, but tailored as they should be. Waist bands in all sizes from 22 to 36 inches; all lengths from 37 to 42 inches.

Long Silk Gloves, 72c

Chamoisette, 47c White Kid, \$1.88

From one of the two most famous makers—who requests his name not mentioned—some 50 dozen. 16-button-length Silk Gloves, all sizes in black and white, standard at \$1.00 pair, to be only 72c. The 16-button Chamoisette Gloves, natural and white, at only 47c pair, will wash better than the chamois gloves standard at \$1.00. The White Kid Gloves, 16-button length, are \$1.88 instead of \$2.50 per pair.

Parasols, \$1.00, \$1.88, \$2.79

The following extract from the maker's letter will explain: "I am sending for your Profit-sharing Day the samples of parasols I am no longer making up, and you can assure your patrons that they were discontinued only because requiring too much time to produce them profitably."

Jewelry--25c for Choice

With All the Appearance of the Most Expensive.

You find treasures among them—Sterling Silver Lavalliers, with chain attached; Long Chains of Jewels, set in gold, silver and gun metal; Silver Coin Purses, with long chains; Neck Festoons of silver, set with lapis, amethysts and sapphires; Sterling Silver Bar Pins and Cuff Pin Sets to match; French Enamel Bowknot Pins, set with perfect rhinestones; Cut Steel and Velvet Bowknots; Slipper Buckles of gold, silver, gun metal and rhinestones; Shell and Amber Hair Bands, Side Combs, Back Combs and Barrettes, plain and gold trimmed.

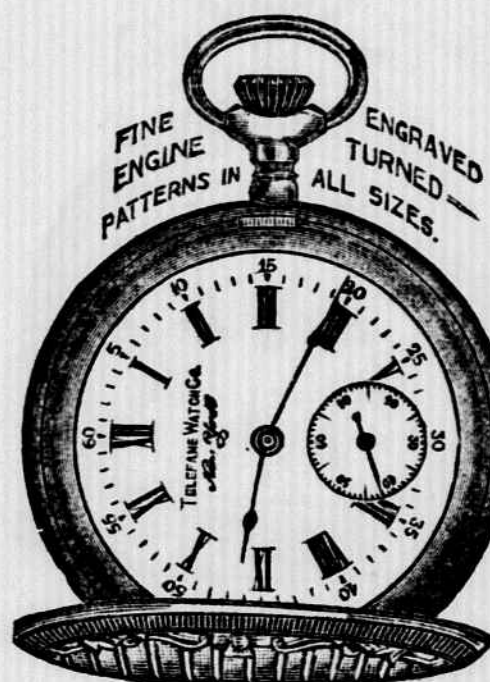
In "Tiffany Room" Tomorrow

\$12 for festoons of real Garnets, and only \$3.00 for Brooches to match.
\$2.00 pair for Solid Gold Cut Buttons, set with chips of real diamonds.
\$1.50 for Long Chains, platinum finish, with one or more jewel stations.
\$2.00 pair for French Drop Earrings, with plain and oriental settings.
55c set for Solid Gold Beauty Pins, plain and fancy designs; standard at \$1 pair.
\$4 Bags—and only 75c for \$1 Silver Purses.

Guaranteed Watches

\$4.75

We guarantee the gold-filled cases for ten years. We guarantee the movement to be free from defects either in material or workmanship. We shall keep it in repair (including one cleaning at the end of year's guarantee) free of charge for one year.



98c

The maker says of this watch: "It is full stem wind and stem set with jewel effect. Each watch is thoroughly tested and regulated for six days before leaving our factory. Cases are snap back and dustproof. Beautifully finished in eight different and distinctive styles." Each watch guaranteed one year.

Neckwear to Be 25c

Values Are Up to \$1.00.

The Black Satin Collars, with lace pleating trimming, are good value at \$1.00. So are many of the Swiss Embroidered Dutch Collars and Fichus. And see the net yokes, half sleeves, bows and jabots! It's more than profit sharing—it's all profit giving—such neckwear, at only 25c for choice.

Values to \$5, \$1.50

Real Princess and Cluny Lace Collars; some, quite large, are good value at \$5.00. Only \$1.50 for choice. Hurry—only a few.

See These at \$1.00

Large Square, Pointed and Circular Collars, of point Venice, macramé and cluny laces.

Values to \$2, 50c

Fichus of chiffon and net; Large Swiss and Hand-embroidered Collars; Chiffon Yokes and Dainty Lace Collars. All at 50c.

Egyptian Scarfs, \$3

In this little lot are some in white and black, spangled and silver.

Bags, 69c and \$3.69

Usually \$1.00 and \$5.00.

The store's profit and the maker's profit are given you—the \$1.00 Handbags, of real suede leather, with inside purse, are unusually good at the price, and really cost more than 69c to produce. The \$5.00 Handbags—to be \$3.69 tomorrow—are of genuine seal and will never wear rusty-looking.

Belts of All Kinds, 42c

Of leather, elastic and fabric; all the new styles, and worth 50c to 75c, at only 42c for choice.

New Wash Dress Goods

9c 18c 39c

12 1/2c Value. 25c Value. 50c Value.

At 39c instead of 50c yard are the "Tub Silks," a mixture of silk and linen that wears better and looks better than ordinary silk. So with the Mercerized Batiste at 39c instead of 50c yard—it retains its silk-like appearance indefinitely. The White Persian Lawns and Figured Voiles, standard 25c, are more than profit sharing—at 18c yard. And 9c instead of 12 1/2c yard for these White India Linens and Figured Lawns—are they not more than profit sharing?

All White Materials

12 1/2c quality Fine White India Linon..... 9c
20c quality Extra Sheer White Persian Lawn..... 15c
25c quality Fine White Persian Lawn..... 18c
25c to 35c White Flaxon, checks, stripes and plaids..... 18c
37 1/2c quality White French Lawn, with perfect finish..... 25c
50c quality Silk-like Mercerized Batiste..... 39c

Designs in Colors

12 1/2c quality Lawns, white ground, with figures in colors..... 9c
18c quality Figured Lawns, Sherrette and Dotted..... 12 1/2c
25c quality Figured Voiles; new and beautiful..... 18c
50c quality Tub Silks; all new..... 39c
25c quality Figured Foulards; highly recommended..... 15c
37 1/2c Figured French Organdies..... 25c

Six Lots of Laces

Each Includes Delightful Surprises.

When the experts here are anxious to possess incoming goods—then be certain not only rarely good values are offered, but goods desirable in every respect. When these laces were opened—it was only yesterday—they could have been distributed before ever going on sale publicly. The rule had to be made—"none on sale until the opening of the store on Monday morning."

Here Is the List of These Laces

Imitation Irish and French Cluny Edges and Insertions, match sets up to 5 inches wide. Worth 12c to 15c yard..... 5c
Fancy patterns in Cotton Cluny Lace Edges and Insertions, match sets up to 6 inches wide. Some worth 25c yard..... 5c
Black Silk Chantilly and Embroidered Net Laces; edges up to 18 inches wide, insertions and bands up to 6 inches wide, all-over to match, 18 inches wide. Values up to \$1.98 yard..... 39c
White and Cream All-over Shadow and Fancy Cotton Laces, 18 and 22 inches wide. Some worth \$1.00 yard..... 25c
Linen Cluny Lace Bands and Edges, match sets up to 8 inches wide. Worth to 75c yard..... 29c

Embroideries and Robes

Bargains to Be Long Remembered.

"It was quite easy"—the reply of the department chief to the question: "How did you do it?"

The list below will give hints, but, of course, the beauty and the sterling merit of these embroideries cannot be shown here. This can be said: They are from the leading importers who deal only in the best, from firms big enough and generous enough to make tomorrow's Profit-sharing Day one to be long remembered.

Here Is the List of Wonders

Robes, Swiss embroidery, voile and net, semi-made; embroidery in floral designs on bottom of robe and on waist; material to match. Worth \$10.00..... \$5.00
Swiss and Nainsook Corset Cover Embroidery, 18 inches wide; some in Irish crochet pattern. Worth 15c yard..... 29c
Swiss Embroidery Flouncings, with Irish, crochet edges, eyelet and blind patterns; 18 inches wide. Worth 15c yard..... 25c
"Convent" Embroidery Edges of soft nainsook, 1 to 5 inches wide. Worth to 20c yard..... 6c
Swiss Embroidery Gallons and Double Edges, in baby Irish effects, up to 8 inches wide. Worth to 75c yard..... 25c
Swiss Embroidered Double-edge Gallons, eyelet and blind patterns, up to 4 inches wide. Worth to 25c yard..... 10c
Swiss and Batiste Embroidery Flouncings, 45 inches wide; heavy open eyelet patterns; 24 inches deep at bottom of flounce. 98c
Worth \$3.00 yard.....
Swiss Embroidery Flouncings, eyelet, blind and Irish crochet effects; 27 inches wide. Worth to \$1.50 yard..... 48c

Handkerchiefs and Veils

Prices Little Beyond "Rhyme or Reason."

This Profit-sharing Day knows no logic of commercialism. With the importers—friends of a lifetime—it matters not the cost of this or that. "It must be a day to be remembered"—and surely it will be.

The Veils

Shetland Vells, fancy and plain mesh, ombre and solid shades; 1 1/4 and 1 3/4 yards long; also Chiffon Cloth Auto Vells, with printed satin and embroidered borders, two-tone effects; 2 and 3 yards long. Worth to \$5.00..... \$1.29
Shadow Veilings, white and colors, plain and fancy meshes; lengths of 1 1/4, 1 3/4 and 2 yards. Worth to \$1.00 yard..... 39c
White Princess and Lierre Lace Vells, bordered in floral designs, with flowers and dots throughout veil; 1 1/4 yards long. Worth \$1.98..... 48c

Handkerchiefs

Pure Linen, Daintily Pure Linen Handkerchiefs, for dainty women and their children; choice of plain or with initial; the kind costing more than 10c to import; for 5c only.....
Hand embroidered, pure linen; one-corner effects, in butterflies, bowknots and floral designs. Many worth 10c..... 21c
Lace trimmed; hemstitched, embroidered, up and down corner effects; linen and shamrock. Many 12c worth 25c. Choice for.....

McCall's "Fashions" Free

Learn of McCall's Patterns.

There's no question that "Fashions" tells you authoritatively of the latest styles, both in pictures and words. Ask for "Fashions" at the pattern counter. You know that McCall's patterns are here. If you don't know of them, is it not time you did? Pay us for "Fashions"—in learning of McCall's patterns.

Trimming

And Buttons.

It's more than profit-sharing—the sympathetic aid of importers who have given the store's representatives so many "good things." The following are illustrative:

39c yard Irish Crochet Lace, white, blue, pink, lavender and pongee..... 22c
15 pieces Mercerized Southern Brads, white and all colors; 10c 12 yards to piece.....
10c yard Wash Belting; 10c 4c styles, belt length, for only...
15c and 18c yard Ocean Pearl Buttons, best quality, 4 to 12 on card.....
5c card Pearl Buttons, fresh water, 6 sizes, 2 and 4 eyes.....

Shields,

7c

4 Pairs, 25c.

Light-weight Dress Shields sizes 2, 3, 4 and 5; the standard prices of which are 12c, 15c and 18c per pair; every pair warranted the same as if the regular prices were asked.

Other Needs

25c Heavy Sterling Silver Trimmings..... 10c
25c Satin Pad Hose Supporters..... 17c
25c Sewing Silk, 425-yard spool..... 25c
35c Warren's Featherbone, 12 yards..... 60c
10c Silk Taffeta Collar Bone, 24 yards..... 7c
5c Warren's Featherbone Collars..... 5c
5c Windsor Hooks and Eyes, card 25.....
10c Silk Taffeta Binding, 8-yard piece..... 5c
10c Large Roll Tape, 24-yard piece..... 5c
10c Perfect Hooks and Eyes, card..... 6c
10c Genuine English Pins, paper 60.....
5c Linen Corset Laces, 5 yards..... 3c
12c Large Cabinet Hairpins..... 3c
15c Nickel Safety Pins, 3 cards..... 15c
15c 100-yard Spool Cotton, 3 spools..... 10c
25c Twine Shopping Bags..... 10c
25c Silk Slipper Laces, pair..... 19c
15c Extra Strong "Sew-on" Garters.....
25c Nickel Spool Holder, each..... 15c
29c Nickel Scissors, all sizes..... 25c
10c Bias Seam Tape, piece..... 5c
12c Best Lingerie Tape, 10 yards..... 8c
12c Polka Dot Silk Tape..... 8c
25c Ladies' Sanitary Belts, each..... 25c
12c Dusting Caps, assorted colors..... 25c
25c Nickel Skirt Markers, each..... 15c
5c Adjustable Collar Supporters.....
25c Children's Waist Supporters.....
25c Tourist Rubber Traveling Cases.....
5c Shirt Waist Belts, each.....
15c Real Human Hair Nets.....
5c Five Celluloid Thumbtacks, each.....
15c Children's Garterlets, pair.....
15c New Cube Pins, each.....
25c West's Electric Curlers, card.....

Scissors

25c

Full 50c Value.

All patterns, shapes and sizes; all guaranteed Nickel-plated Scissors that can be made to prove a happy memory of "Profit-Sharing Day" for a lifetime.

King's 500-yard Basting Cotton; all numbers, 3 spools for.....
Best Bone Hairpins, all shapes, full dozen to box; value, 25c. Box..... 17c
Clark's O. N. T. Darning Cotton; all shades, 3 balls for..... 5c
Best Silk Serge Belting; full 9-yard piece; value, 25c..... 45c
Best Laundry Wax; 15c value; one dozen for..... 7c
Real Asbestos Iron Holders; 5c value; 2 for..... 5c
Nickel-plated Waving Irons; 50c value..... 29c
Shirt Waist Belts; extra strong; 5c value; 2 for..... 10c
Wash Belting; assorted colors and patterns; 12c value; 3-4 for..... 5c
Canfield's Wetproof Shampoo Protector for ladies and children; use when shampooing or drying the hair. \$1 value..... 69c
Quick White Shoe Polish; best at 10c bottle..... 3c
Gilt Edge Shoe Polish; best at 25c bottle..... 19c
Heavy Tubular Shoe Laces; all sizes, 4x4, 5x4 and 6x4; one dozen for..... 5c